

## Abstract

A method and apparatus is presented for burying a commerce data stream into a network data stream. In the preferred embodiment, the network data stream is an MPEG-2 type video data stream, and the commerce data stream is embedded so that it is neither readily detectable nor easily removable from the network data stream. A home gateway having a wireless transceiver communicates with appliances in the home via this MPEG-2 type video data stream. Non-video data to be transmitted to the appliances is encapsulated in a video data stream, such that the commerce data stream can be buried using the same technique used with video data. The commerce data stream can be embedded with the network data stream either by the content provider, or by the gateway itself at the home. Appliances in the home receive the data stream with the embedded commerce data. At that point, the commerce stream can be removed from the digital data, and is presented to the user in a way appropriate for the appliance. Instructions as to how the commerce stream is to be presented on the appliance can be embedded into the commerce stream itself.